



EAGLE DOWNTOWN DEVELOPMENT AUTHORITY (DDA)

Eagle Town Hall | 200 Broadway, Eagle, CO

Wednesday, May 24, 2023 | 1:30pm-3:30pm

MEETING MINUTES

Welcome + Roll Call

- DDA Board Present: Greg Schroeder, Jake Roach, Adrienne Sirianni-Cavallario, Collin Huggins, Scott Schlosser, Sarah Parrish
- Town Staff Present: Melissa Daruna, Nikki Davis
- Other Present: Kat Correll (DCI), Troy Bernberg (DDA Financial Advisor), Bryan Woods (DBA), Mick Daly (EVC), Kat Conner (Downtown Eagle Property Owner, Former Board Member)

Minutes Approval

Minutes dated April 26, 2023

MOTION: Adrienne motioned to approve; Greg seconded. Minutes approved as presented.

Board Roles & Member Reappointments

Board Member roles:

- Chair, Greg Schroeder
- Vice Chair, Scott Schlosser
- Secretary, Marci Leith
- Treasurer, Adrienne Sirianni-Cavallario
- Jake Roach, Member
- Collin Huggins, Member
- Executive Director, TBD

MOTION: Jake motioned to approve Board Roles as listed above; Scott seconded. Motion carried.

Terms:

- Collin Huggins, new member, term June 2027
- Greg Schroeder, term June 30, 2023
- Jake Roach, term June 30, 2023

MOTION: Sarah motioned to nominate Greg and Jake to serve on the DDA Board of Directors for another term; Adrienne seconded. Motion carried.

DDA Management & Elevator Pitch

- **DDA Communications**
 - Who executed the contract with the DBA website developer – Town staff or DDA/DBA?
 - Consider paying Word Press (developer) and revisit the contract about doing some work in 2023. Were they paid in advance for this year's work/maintenance?
 - Consider an intern from Colorado Mountain College or a local high school.
 - 2023 Budget: \$3,000 for Communication and \$8,000 for grant writing – unspent.
 - There is procurement flexibility, no RFP obligation in statute. Need to begin advertising for a Communications intern in June. Kat Correll will send a job description for Greg & staff to review. Consider connections through Career Wise, Vail Valley Partnership.
- **Executive Director (ED)**
 - Town needs to assess what they have the capacity to take on. Nikki & Melissa to meet with Greg to finalize duties.
 - Consider appointing board members to serve as liaisons for North Broadway, Grand Ave, etc. in the meantime.
 - Hiring an ED one year from now, June 2024, is realistic.
 - A top priority for the ED will be grant writing; collaborate submission with the Town.

TIF Discussion

- Total valuation growth projects an average 48% - 55% growth within the DDA.
- Challenges and protests can lower the amount of TIF collected by the DDA.
- Preliminary valuation reports will be released by Aug 25 with final certification on Dec 10.
- The only anticipated fees are collection & distribution fees, due to the assessor.
- Revenues will be distributed around June 2024.
- Grant programs, Town will need to submit applications: CDOT Mainstreet Revitalization Program (requires match, rolling grant cycle); Great Outdoors Colorado (GoCo); DOLA; Capacity building grant to support part-time ED (see Kat's email)
- Consider borrowing money from the Town and pay back from TIF later. (E.g. Englewood)
- Consider resources from NWCCOG
- Consider extending DCI's contract by \$8,000 specifically for grant research & writing.
- Can Troy provide TIF projections from the North Broadway project?
 - Consider committing no more than 30%.
- The Board requested a report from Finance regarding anticipated 2022 revenues.

TIF & DDA Annexation Process

- The Board approved a template and will need to be posted to the DDA/DBA website: downtownneagle.org

Town Business

- Greg & Jake reappointment nominations will go before Council on June 13.

Public Comments

No public comment was received.

Adjourn – 3:32 PM

MOTION: Jake motioned to adjourn; Scott seconded. Motion carried.

Next Meeting Date: Wednesday, June 28, 2023, 1:30-3:30PM